



Summer Meals Newsletter

JUNE 2015

**SUMMER IS FINALLY HERE...
LET'S MAKE HUNGER DISAPPEAR!**

Summer Site Finder

The Summer Food Rocks Site Finder will be up and running soon!

FNS relies on sponsors and other local partners to “get the word out” about this helpful tool. Please confirm the accuracy of your site information. Questions or concerns should be directed to your State agency. Encourage local families to use the Site Finder to locate Summer sites in their neighborhood.

To access the Site Finder, please visit: <http://www.fns.usda.gov/summerfoodrocks>

Upcoming Summer Meals Webinars

The 2015 Summer Meals Webinar series is still going strong! Make sure to mark your calendars for our special “Ask the USDA” Webinars:

New to the Program? Ask the USDA!

Wednesday, June 10th, 3:00pm-4:00pm ET

Returning to the Program? Ask the USDA!

Wednesday, June 17th, 3:00pm-4:00pm ET

Promotion Strategies & Site Activities

Thursday, June 25th, 3:00pm-4:00pm ET

To register, please visit:

www.fns.usda.gov/sfsp/2015-summer-meals-webinars

View previously recorded webinars here:

www.fns.usda.gov/sfsp/2015-summer-meals-recorded-webinars

Summer Meals Kick-Off Week: June 1-5

Summer Meal Programs across the country are swinging into action this month. The beginning of June marks National Summer Meals Kick-Off Week, an occasion that brings sponsors, partners, community leaders, and children together to enjoy fun events promoting Summer Meals.

Kick-Off events are a great opportunity to create excitement around your Program, provide information about local site locations, recruit volunteers, and build trust in the community.

Do you have a “Success Story” to share about your event?

FNS wants to hear it! Please send your stories to your State agency. The State agency will send stories to FNS for further sharing.

Check out the *Hosting Events Toolkit Page* for more tips on hosting kick-off and spike events all summer long: <http://www.fns.usda.gov/sites/default/files/sfsp/SMT-Events.pdf>



Summer Learning Day is June 19th!

How are your Summer sites planning to celebrate? The National Summer Learning Association has ideas to promote year-round learning at Summer Meal sites across the country:

- Host a Summer Reading Challenge
- Visit a local museum, aquarium, or nature center
- Plant a Summer Garden
- Use counting skills in site activities
- Visit a library
- Encourage kids to keep a Summer Journal



Don't forget to post your event to the National Summer Learning Day map! The map can be accessed at: <http://summerlearningdaymap.org/>

For more ideas, check out the Summer Learning Day webpage: <http://www.summerlearning.org/>

Summer Media Outreach

As sponsors, you know the start of Summer is a big deal. But do your local TV stations and newspapers know? Sending reporters a news release or story pitch is a great way to promote your Program and spread the word about Summer. News releases can be sent to local editors to promote a special event or a call for volunteers, while story pitches are useful for sponsors seeking a longer, feature story about their Program.

For more tips, check out the News Releases and Story Pitching Toolkit Page: <http://www.fns.usda.gov/sites/default/files/cnd/SMT-News%20ReleasesandStoryPitching.pdf>

Farm to Summer Resources

Local foods and agriculture-based activities at Summer sites can improve the quality and appeal of Summer Meals, address the summer learning and nutrition gap, bolster Farm to School efforts with year-round programming, and support local and regional food systems all year long. USDA's Farm to Summer team has a number of resources available for sponsors interested in incorporating more local foods into their Summer Meals menu:

- USDA Farm to Summer website: <http://www.fns.usda.gov/farmtoschool/farm-summer>
- **NEW!** USDA Farm to Summer fact sheet: http://www.fns.usda.gov/sites/default/files/f2s/Farm_to_Summer.pdf
- USDA Guide to Procuring Local Food: <http://www.fns.usda.gov/farmtoschool/procuring-local-foods>